

AMENDMENT OF THE CLAIMS:

Please amend Claims 63, 64, 66, 71, 72, 74, 78, 79, 86, 87, 89, 90, 93, 94, 96, 101, 102 and 105, as follows:

Claims 1-62 (Canceled)

Claim 63 (currently amended): An Internet-based brand marketing communication network ~~allowing~~ configured to allow members of a brand management team to communicate directly with consumers shopping at electronic-commerce (EC) enabled WWW sites along on the World Wide Web (WWW), said Internet-based brand marketing communication network comprising:

a plurality of e-commerce enabled information servers supporting a plurality of EC-enabled Web-sites, wherein each said EC-enabled Web-site includes a plurality of HTML-encoded pages containing at least one of images ~~and/or~~ and text descriptions of a plurality of consumer products which are offered for purchase and sale by an EC-enabled payment method supported over the Internet;

a first Web-based subsystem ~~for allowing~~ configured to allow brand management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for said plurality of consumer products that are offered for purchase and sale along said EC-enabled Web-sites, ~~so that said plurality of MMVKs can be installed in and launched from said plurality of said HTML-encoded pages located along said EC-enabled Web-sites, and accessible by consumers using a Web browser;~~

wherein each said MMVK ~~is implemented by~~ comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is ~~embeddable~~ embedded within any of said HTML-encoded pages located along said EC-enabled Web-sites, and

wherein said first Internet-enabled information server generates and serves each said MMVK, when generated by said first Internet-enabled information server, has to the Web browser of a consumer, and said Web browser displays a graphical user interface (GUI) that is

characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of CPI resources arranged for selection by consumers using said Web browser;

~~wherein said advertising display mode, said promotional display mode and said CPI menu display mode are automatically displayed in a sequential order;~~

a plurality of Web-based information servers operably connected to the WWW, for storing and serving said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

a second Web-based subsystem ~~for allowing product~~ configured to allow brand management team members to independently program said set of CPI resources displayable during said CPI menu display mode of each said installed MMVK; and

a third Web-based subsystem ~~for allowing~~ configured to allow members of the ~~product~~ brand management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular marketing and/or merchandising program may require;

wherein, ~~upon the Web-browser of each consumer encountering one said installed~~ processes said MMVK tag embedded within said HTML-encoded page along said EC-enabled Web-site, and said first Internet-based information server automatically executes the computer-executable server-side component corresponding to the MMVK tag is automatically executed and generates and serves the corresponding MMVK is generated by said first Internet-enabled information server and served to the Web browser, and one or more of said advertising display mode, said promotional display mode and said CPI menu display mode are automatically displayed in a sequential order, for display and review by the consumer shopping along the EC-enabled Web-site.

Claim 64 (currently amended): The Internet-based brand marketing communication network of claim 63, wherein said second Web-based subsystem ~~allows~~ is further configured to allow members of the brand management team ~~of any said consumer product~~ to create and manage a

consumer product information (CPI) link structure, for each said consumer product, comprising the following items:

- (i) a Universal Product Number (UPN) assigned to the consumer product;
- (ii) a Trademark (TM) assigned to the consumer product; and
- (iii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW, ~~that can be selected to program~~ for programming said set of consumer product information resources for the consumer product.

Claim 65 (previously presented): The Internet-based brand marketing communication network of claim 64, wherein, for each MMVK created and deployed for each said consumer product, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to said consumer product.

Claim 66 (currently amended): The Internet-based brand marketing communication network of claim 64, wherein ~~a brand management team member uses~~ said first Web-based subsystem ~~to~~ is further configured to allow brand management team members to select said display modes for automatic display.

Claim 67 (previously presented): The Internet-based brand marketing communication network of claim 63, wherein, for each MMVK created and deployed for a particular said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 68 (previously presented): The Internet-based brand marketing communication network of claim 64, wherein said CPI link structure further comprises, for each consumer product,

- (iv) a Product Descriptor (PD) associated with the consumer product; and
- (v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 69 (previously presented): The Internet-based brand marketing communication network of claim 63, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 70 (previously presented): The Internet-based brand marketing communication network of claim 68, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 71 (currently amended): The Internet-based EC-enabled brand marketing communication network of claim 64, wherein ~~after a CPI link structure has been initially created for one said consumer product using~~ said second Web-based subsystem is further configured to allow brand management team members to create a CPI link structure for at least one said consumer product, ~~then a member of the brand management team can create and deploy one or more MMVKs for said consumer product using said first Web-based subsystem, and then program the advertising and promotional display modes of said one or more MMVKs.~~

Claim 72 (currently amended): The Internet-based brand marketing communication network of claim 68, wherein a supply-chain information management system ~~is used to import~~ imports said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into a database supported on said Internet-based brand marketing communication network.

Claim 73 (previously presented): The Internet-based brand marketing communication network of claim 63, wherein said Web browser of at least one consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 74 (currently amended): The Internet-based brand marketing communication network of claim 63, wherein said Web browser ~~of at least one consumer encountering one said MMVK tag~~

~~further comprises~~ is responsive to the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 75 (previously presented): The Internet-based brand marketing communication network of claim 63, wherein said plurality of consumer products are registered with said Internet-based brand marketing communication network.

Claim 76 (previously presented): The Internet-based brand marketing communication network of claim 63, wherein said authorized parties include members selected from the group consisting of agents of the manufacturer of said consumer products, and retail trading partners of the manufacturers.

Claim 77 (previously presented): The Internet-based brand marketing communication network of claim 63, wherein said EC-enabled WWW sites are selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs.

Claim 78 (currently amended): An Internet-based brand marketing communication network ~~allowing~~ configured to allow members of a brand management team to communicate directly with consumers shopping at electronic-commerce (EC) enabled WWW sites along on the World Wide Web (WWW), said Internet-based brand marketing communication network comprising:

a plurality of e-commerce enabled information servers supporting a plurality of EC-enabled Web-sites, wherein each said EC-enabled Web-site includes a plurality of HTML-encoded pages containing at least one of images ~~and/or~~ and text descriptions of a plurality of consumer products ~~which are~~ offered for purchase and sale by an EC-enabled payment method supported over the Internet;

a first Web-based subsystem ~~for allowing~~ configured to allow brand management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for said plurality of consumer products that are offered for purchase and sale along said EC-enabled Web-sites, ~~so that said plurality of MMVKs can be installed in and launched~~

~~from said plurality of said HTML-encoded pages located along said EC-enabled Web-sites, and accessible by consumers using a Web browser;~~

wherein each said MMVK ~~is implemented by~~ comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is ~~embeddable~~ embedded within any of said HTML-encoded pages located along said EC-enabled Web-sites, and

wherein said first Internet-enabled information server generates and serves each said MMVK, ~~when generated by said first Internet-enabled information server, has to the Web browser of a consumer, and said Web browser displays a graphical user interface (GUI) that is~~ characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menu display mode for displaying a set of CPI resources arranged for selection by consumers using said Web browser;

~~wherein said advertising display mode, said promotional display mode and said CPI menu display mode are automatically displayed in a sequential order;~~

a second Internet-enabled information server ~~for~~ serving a library of MMVK tags on the WWW, for said plurality of consumer products;

wherein said second Internet-enabled information server is configured to download each said MMVK tag in said library ~~is accessible from said second Internet-enabled information server for installation in at least one said HTML-encoded page located along said EC-enabled Web-site, by and embedding the MMVK tag in said at least HTML-based page;~~

a plurality of Web-based information servers operably connected to the WWW, for storing and serving said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

a second Web-based subsystem ~~for allowing~~ is configured to allow brand management team members to independently program said set of CPI resources displayable during said CPI menu display mode of each said installed MMVK; and

a third Web-based subsystem ~~for allowing~~ is configured to allow members of the brand management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots, as a particular marketing and/or merchandising program may require;

wherein, ~~upon~~ the Web-browser of each consumer ~~encountering one said installed~~ processes said MMVK tag embedded within said HTML-encoded page along said EC-enabled Web-site, and said first Internet-based information server automatically executes the computer-executable server-side component corresponding to the MMVK tag ~~is automatically executed~~ and generates and serves the corresponding MMVK ~~is generated by said first Internet-enabled information server and served~~ to the Web browser, and one or more of said advertising display mode, said promotional display mode and said CPI menu display mode are automatically displayed in a sequential order, for display and review by the consumer shopping along the EC-enabled Web-site.

Claim 79 (currently amended): The Internet-based brand marketing communication network of claim 78, wherein said second Web-based subsystem ~~allows~~ is configured to allow members of the brand management team of any said consumer product to create and manage a consumer product information (CPI) link structure, for each said consumer product, comprising the following items:

- (i) a Universal Product Number (UPN) assigned to the consumer product;
- (ii) a Trademark (TM) assigned to the consumer product; and
- (iii) a set of URLs for a plurality of consumer product information (CPI) resources located on the WWW, ~~that can be selected to program~~ for programming said set of CPI resources for the consumer product.

Claim 80 (previously presented): The Internet-based brand marketing communication network of claim 79, wherein, for each MMVK created and deployed for one said consumer product, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 81 (previously presented): The Internet-based brand marketing communication network of claim 79, wherein a brand management team member uses said first Web-based subsystem to select said display modes for automatic display.

Claim 82 (previously presented): The Internet-based brand marketing communication network of claim 78, wherein, for each MMVK created and deployed for said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 83 (previously presented): The Internet-based brand marketing communication network of claim 78, wherein said CPI link structure further comprises, for each consumer product,

- (iv) a Product Descriptor (PD) associated with the consumer product; and
- (v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 84 (previously presented): The Internet-based brand marketing communication network of claim 78, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 85 (previously presented): The Internet-based brand marketing communication network of claim 83, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 86 (currently amended): The Internet-based brand marketing communication network of claim 78, wherein after said second Web-based subsystem is further configured to allow brand management team members to create a CPI link structure ~~has been initially created for one each~~ said consumer product ~~using said second Web-based subsystem, then a member of the brand management team can create and deploy one or more MMVKs for said consumer product using~~

~~said first Web-based subsystem, and then program the advertising and promotional display modes of said one or more MMVKs.~~

Claim 87 (currently amended): The Internet-based network of claim 83, wherein a supply-chain information management system ~~is used to import~~ imports said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into a database supported on said Internet-based ~~EC-enabled~~ brand marketing communication network.

Claim 88 (previously presented): The Internet-based brand marketing communication network of claim 78, wherein said Web browser of at least one said consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 89 (currently amended): The Internet-based brand marketing communication network of claim 78, wherein said Web browser ~~of at least one said consumer encountering one said MMVK tag further comprises~~ is responsive to the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 90 (currently amended): The Internet-based brand marketing communication network of claim 78, wherein said plurality of consumer products are registered with said Internet-based ~~EC-enabled~~ brand marketing communication network.

Claim 91 (previously presented): The Internet-based brand marketing communication network of claim 78, wherein said authorized parties include members selected from the group consisting of (i) agents of the manufacturers of said consumer products, and (ii) retail trading partners of said manufacturers.

Claim 92 (previously presented): The Internet-based brand marketing communication network of claim 78, wherein said EC-enabled WWW sites are selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs.

Claim 93 (currently amended): An Internet-based brand marketing communication network allowing is configured to allow members of a brand management team to communicate directly with consumers shopping at electronic-commerce (EC) enabled WWW sites along on the World Wide Web (WWW), said Internet-based brand marketing communication network comprising:

a plurality of e-commerce enabled information servers supporting a plurality of EC-enabled Web-sites, wherein each said EC-enabled Web-site includes a plurality of HTML-encoded pages containing at least one of images and/or and text descriptions of a plurality of consumer products ~~which are~~ offered for purchase and sale by an EC-enabled payment method supported over the Internet;

a first Web-based subsystem ~~for allowing~~ configured to allow product management team members, associated with a particular consumer product or group of consumer products, and/or authorized parties, to create and deploy a plurality of Web-based Multi-Mode Virtual Kiosks (MMVKs) for said plurality of consumer products that are offered for purchase and sale along said EC-enabled Web-sites, ~~so that said plurality of MMVKs can be installed in and launched from said plurality of said HTML-encoded pages located along said EC-enabled Web-sites, and accessible by consumers using a Web browser;~~

wherein each said MMVK ~~is implemented by~~ comprises (i) a computer-executable server-side component stored on a first Internet-enabled information server operably connected to the WWW, and (ii) a MMVK tag that references said computer-executable server-side component and is ~~embeddable~~ embedded within any of said HTML-encoded page located in said EC-enabled Web-site;

wherein said first Internet-enabled information server generates and serves each said MMVK, ~~when generated by said first Internet-enabled information server, has to the Web browser of a consumer, and said Web browser displays~~ a graphical user interface (GUI) ~~that is~~ characterized by a plurality of independently programmable display modes selected from the group consisting of (i) an advertising display mode for displaying one or more advertising spots, (ii) a promotional display mode for displaying one or more promotional spots, and (iii) a consumer product information (CPI) menus display mode for displaying a set of CPI resources arranged for selection by consumers using said Web browser;

~~wherein said advertising display mode, said promotional display mode and said CPI menu display mode are automatically displayed in a sequential order;~~

a plurality of Web-based information servers operably connected to the WWW, for storing and serving said one or more advertising spots, said one or more promotional spots and said set of CPI resources to said Web browser, for display to consumers through said plurality of independently programmable display modes of each said MMVK;

a second Web-based subsystem ~~for allowing~~ is configured to allow members of the ~~product~~ brand management team to independently program the advertising display mode of each MMVK with one or more advertising spots;

a third Web-based subsystem ~~for allowing~~ is configured to allow members of the ~~product~~ brand management team to independently program the promotional display mode of each MMVK with one or more promotional spots; and

a fourth Web-based subsystem ~~for allowing~~ is configured to allow members of the product management team to independently program the consumer product information display mode of each MMVK with said set of CPI resources ~~arranged for selection by consumers using said web browser;~~

wherein, ~~upon the Web-browser of each a consumer encountering one said installed processes said MMVK tag along said EC-enabled Web-sites embedded within said HTML-encoded page, and said first Internet-enabled information server automatically executes the computer-executable server-side component corresponding to the MMVK tag is automatically executed and generates and serves the corresponding MMVK is generated from said Internet-enabled information server and served to the Web browser, and one or more of said advertising display mode, said promotional display mode and said CPI menu display mode are automatically displayed in a sequential order,~~ for display and review by the consumer shopping along said EC-enabled Web-site.

Claim 94 (currently amended): The Internet-based brand marketing communication network of claim 93, wherein said fourth Web-based subsystem allows is further configured to allow members of the brand management team to create and manage a consumer product information (CPI) link structure, for each said consumer product, comprising the following items:

- (i) a Universal Product Number (UPN) assigned to the consumer product;

(ii) a Trademark (TM) assigned to the consumer product; and
(iii) a set of URLs for a plurality of consumer production information (CPI) resources located on the WWW, ~~that can be selected to program~~ for programming said set of CPI resources for the consumer product.

Claim 95 (previously presented): The Internet-based brand marketing communication network of claim 94, wherein, for each MMVK created and deployed for each said consumer product, the computer-executable server-side component associated with the MMVK comprises the UPN assigned to the consumer product.

Claim 96 (currently amended): The Internet-based brand marketing communication network of claim 93, wherein said first Web-based subsystem is further configured to allow a brand management team member ~~uses said first Web-based subsystem~~ to select said display modes for automatic display.

Claim 97 (previously presented): The Internet-based brand marketing communication network of claim 93, wherein, for each MMVK created and deployed for a particular said consumer product, the computer-executable server-side component associated with the MMVK comprises a consumer product information (CPIR) requesting servlet loaded onto said first Internet-enabled information server.

Claim 98 (previously presented): The Internet-based brand marketing communication network of claim 94, wherein said CPI link structure further comprises, for each consumer product,

(iv) a Product Descriptor (PD) associated with the consumer product; and
(v) a set of display attributes associated with each consumer product information resource in said CPI link structure.

Claim 99 (previously presented): The Internet-based brand marketing communication network of claim 93, wherein said set of CPI resources are selected from the group consisting of product videos, audio files, product images, product specifications, product advertisements, and product promotions.

Claim 100 (previously presented): The Internet-based brand marketing communication network of claim 98, wherein said set of display attributes are selected from the group consisting of text for said URLs, graphical icons displayed next to said URLs, and sound files associated with said URLs.

Claim 101 (currently amended): The Internet-based brand marketing communication network of claim 93, wherein said fourth Web-based subsystem is further configured to allow a brand management team member to create after a CPI link structure ~~is initially created~~ for each said consumer product ~~using said fourth Web-based subsystem, then brand management team members create and deploy one or more MMVKs for the consumer product using said first Web-based subsystem, and programming the display modes of the MMVK using said second, third, and fourth Web-based subsystems.~~

Claim 102 (currently amended): Internet-based brand marketing communication network of claim 98, wherein a supply-chain information management system imports said Universal Product Number (UPN), said Trademark (TM) and said Product Descriptor (PD) associated with each said CPI link structure, into a database supported on said Internet-based ~~EC-enabled~~ brand marketing communication network.

Claim 103 (previously presented): The Internet-based brand marketing communication network of claim 93, wherein the Web browser of at least one consumer is supported on a client computing machine selected from the group consisting of a desktop computer, a portable computer, a portable digital assistant (PDA), and mobile computer, and physical retail kiosk.

Claim 104 (previously presented): The Internet-based brand marketing communication network of claim 93, wherein said Web browser of at least one consumer encountering one said MMVK tag further comprises the consumer clicking on a graphical component at which said MMVK tag is embedded in said HTML-encoded page.

Claim 105 (currently amended): The Internet-based brand marketing communication network of claim 93, wherein said plurality of consumer products are registered with said Internet-based ~~EC-enabled~~ brand marketing communication network.

Claim 106 (previously presented): The Internet-based brand marketing communication network of claim 93, wherein said authorized parties include members of the group consisting of agents of manufacturers of said consumer products, and retail trading partners of said manufacturers.

Claim 107 (previously presented): The Internet-based brand marketing communication network of claim 93, wherein said EC-enabled WWW sites are selected from the group consisting of EC-enabled stores and EC-enabled online product catalogs.